

## AMENDMENTS TO THE CLAIMS

This Listing of Claims replaces all prior versions, and listings, of claims in this application.

1-9. (Cancelled),

10. (Currently Amended) A method, comprising:

receiving at a client, content descriptors, which describe pieces of content available for future broadcast from a server;

generating demand data at the client indicating a relative desirability of the pieces of content described by the content descriptors; and

sending demand data feedback from the client to the server after a predetermined amount of pieces of content has been utilized since the last time demand data feedback was sent to the server and the demand data related to the utilized pieces of content has been generated for a predetermined threshold count of a plurality of pieces of content rated, the demand data feedback to indicate the relative desirability of the pieces of content available for future broadcast,

wherein the generation of demand data related to the pieces of content described by the content descriptors comprises receiving explicit user input regarding specific pieces of content, the explicit user input comprising ~~one of ranking a relative order of some of the pieces of content available amongst the pieces of content, and~~ generating a list of absolute rating numbers of some of the pieces of content for some of the pieces of content available.

11. (Previously Presented) The method of claim 10 wherein the generation of the demand data comprises consuming previews of the pieces of content locally stored by the client, the generation of demand data responsive to the previews of the pieces of content that are consumed.

12. (Cancelled)

13. (Previously Presented) The method of claim 10 wherein the sending of the demand data feedback to the server comprises sending demand data to the server after demand data related to a first predetermined number of pieces of content have been generated.

14. (Previously Presented) The method of claim 10 wherein the generation of the demand data related to the pieces of content comprises ranking the pieces of content.

15. (Previously Presented) The method of claim 10 wherein the generation of the demand data related to the pieces of content comprises rating the pieces of content.

16-52 (Cancelled).

53. (Currently Amended) An apparatus, comprising:

a processor having circuitry to execute instructions;

a communications interface coupled to the processor, the communications interface coupled to receive communications from a server;

a storage device coupled to the processor, having instructions stored therein, which when executed cause the apparatus to:

receive content descriptors, which describe pieces of content available for future transmission from a server;

~~rank or~~ rate the pieces of content described by the content descriptors to generate demand data indicating a relative desirability of the pieces of content available for future transmission from the server; and

send demand data feedback to the server after a predetermined amount of the pieces of content has been utilized since the last time demand data feedback was sent to the server and the demand data related to the utilized pieces of content has been generated for a count of the number of pieces of content ~~ranked or~~ rated that exceeds a predetermined threshold number,

wherein the generation of demand data related to the pieces of content described by the content descriptors comprises receiving explicit user input regarding specific pieces of content, the explicit user input comprising ~~one of ranking a relative order of some of the pieces of content available amongst the pieces of content, and~~ generating a list of absolute rating numbers of some of the pieces of content for some of the pieces of content available.

54. (Previously Presented) The apparatus of claim 53 wherein the apparatus is further caused to consume at least a portion of the pieces of content locally stored, the demand data generated in response to the portion of the pieces of content that is consumed.

55. (Cancelled)

56. (Previously Presented) The apparatus of claim 53 wherein the demand data related to the predetermined amount of pieces of content is generated after demand data has been generated in connection with a predetermined number of pieces of content.

57-85 (Cancelled).

86. (Currently Amended) A method comprising:

receiving at a client, content descriptors, which describe pieces of content available for future broadcast from a server;

generating demand data at the client indicating a relative desirability of the pieces of content described by the content descriptors; and

sending demand data feedback from the client to the server after the demand data related to a predetermined amount of pieces of content is generated for a predetermined threshold count of a plurality of pieces of content rated after the predetermined amount of pieces of content have been utilized, the demand data feedback to indicate the relative desirability of the pieces of content available for future broadcasts,

wherein the generation of demand data related to the pieces of content described by the content descriptors comprises receiving explicit user input regarding specific pieces of content, the explicit user input comprising one of ranking a relative order of some of the pieces of content available amongst the pieces of content, and generating a list of absolute rating numbers of some of the pieces of content for some of the pieces of content available, and wherein the threshold is selected considering a bandwidth capacity of a connection between the client and the server.

87. (Previously Presented) The method of claim 86, wherein the client utilizes the predetermined amount of pieces of content at a different rate than a different client; and wherein the user ranks the relative order at a different rate than a different user or generates the list at a different rate than a different user.

88. (Previously Presented) The method of claim 87, wherein for a given amount of time, the client consumes more content than the other client.

89. (Previously Presented) The method of claim 10, further comprising comparing the threshold count to a count of the number of utilized pieces the demand data is related to.

90. (Previously Presented) The method of claim 89, further comprising sending the demand data when the count exceeds the threshold.

91. (Cancelled).

92. (Previously Presented) The apparatus of claim 53, wherein the storage device has instructions stored therein which, when executed, cause the apparatus to:

compare the predetermined threshold number to the count of the number of pieces of content ranked or rated;

send demand data feedback when the count exceeds the threshold.

93. (Previously Presented) The method of claim 86, further comprising:

counting a number of utilized pieces that the demand data is related to;

comparing the threshold count to the count of the number of utilized pieces;

sending the demand data when the count of the number of utilized pieces exceeds the threshold count.

94. (Previously Presented) The method of claim 87, wherein the generation of demand data related to the pieces of content described by the content descriptors comprises receiving implicit user input based on content consumption; and wherein the user generates the implicit user input at a different rate than a different user.

95. (Cancelled)